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USDA Inside USDA Information

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FOR YOUR INFORMATION

This issue holds a continuation of our explanation of the new Publications Act of 1979...a report on the upcoming new USDA newsletter...some film award announcements...job changes and openings...plus the usual. Not bad for a yearend or end-of-volume edition...so keep reading.

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STILL MORE ON HR 5424

More on the National Publications Act of 1979, H.R. 5424: The agency would have a Director of Administration, a Director of Publication Services and a Director of Distribution Services. Each would hire employees...labor matters would be settled by collective bargaining and binding arbitration.

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Each executive branch department would have an "information resources manager" heading printing and distribution reporting to the head of the department. The National Publications Agency would provide for all executive branch printing and distribution, unless exempted by temporary waivers. Included would be publications, forms, machine-readable data files, microform, and audio or visual presentations reproduced by printing or other means (in multiple copies) for official use. All matter generated by employees in multiple copies as part of their official duties would be considered to be "public documents."

Printing plants within departments would be subject to review with the NPA determining whether the plants could continue in operation and what they could print. All present waivers and regs of the Joint Committee on Printing would expire a year after the date of the Act, scheduled for Jan. 1, 1981.

Publications given away free to the public would have to carry in them notification of the appropriation act providing the funds, cost of production and distribution and, perhaps the charge the publication would have carried if it had been sold.

All materials produced at government expense, including those things reproduced on government-owned or leased photocopy machines would be required to bear the legend "produced at government expense."

Loan of AV materials through depository libraries would be handled in cooperation with the National Audiovisual Center. The library of each land-grant university would be designated a depository library and each government department could designate one library as a depository library.

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POLISHING UP THE OLD

Yes, there will be a continuation of the department's newsletter, called "USDA." But it's going to be much, much different.

After much discussion, the department's management council agreed to fund and staff an expanded employee publication which will replace the current "USDA." There'll be a broader distribution too.

Plans are to publish a magazine 10 times yearly. It will be staffed by five editor/writers...run out of GPA's Special Reports Division.

Start thinking of names for the magazine, because solicitations are likely.

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WIND AND FLAMES

Buddy Renfro, chief of motion pictures for GPA, tells us that two USDA films have won top honors in the annual Cine film competition. (Cine means Council on International Non-theatrical Events.)

Golden Eagle Certificates went to "Flaming Gorge--A Story Written in Water" and "Gusts of Power." The awards enable the films to be shown abroad and to represent the U.S. in international film festivals.

"Flaming Gorge..." was produced for the Forest Service and is an interpretative film for showing at the Visitor Center atop Flaming Gorge dam in Utah. "Gusts..." was made for the Science and Education Administration in cooperation with the Department of Energy. It's an educational film about research into wind power.

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HOW ABOUT MORE WHITE SPACE?

Just because the feds are increasing stationery size from 8x10-1/2 to 8-1/2x11 on Jan. 1, doesn't mean they're getting more wordy, Claude Gifford, GPA, says. And, it doesn't mean we'll loosen up on our usual terse, to-the-point letter and memo writing.

The shift will save on paper costs...more letters and memos can be finished on one page. Giff says he knows some people who refuse to read a second page...they're the ones who missed the best part of "Gone With the Wind."

Anyhow...the new size also will apply to copy paper, directives, word processing sheets, envelopes and to forms that will be interfiled with correspondence.

Come New Year's Eve, we won't shred and throw away all the old 8x10-1/2 stock, but word will soon be out on how to use it up. New printing orders after Jan. 1 must specify the larger size.

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CHECK YOUR FIGURES

On another matter, Giff notes that the percentage of the U.S. population living on farms has changed under new definitions of a farm. The figure was 3.7% whereas now it's 3%. We lost about 1-1/2 million farm people with the change.

But the percent of the national workforce that works on farms is still 3.5%...the change in definition didn't change that.

And...the number of people fed by one farm worker is still 65. The figure has always been the number fed per farm worker, not by one farmer.

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ABOUT SOME PEOPLE

GPA has a couple of new folks on loan...Al Cauley from the Office of Operations and Finance is helping develop improved management procedures and services; and Bob Bergstrom from the Office of the General Counsel is dopping out additional ways to improve regulation writing...he was one of the instructors at a recent writing course for folks who prepare regs.

Stan Prochaska, honchoing regional operations for GPA now, reports that Charles Martin, a cooperative education inf intern in the NE office, New York, will graduate from Rutgers U. in Jan. He's looking for full-time inf work. Write him through Stan.

Drew Effron is another intern...a recent graduate of the NE office and of Rutgers. He's now employed as an inf specialist with the Animal and Plant Health Inspection Service in D.C.

As you may not recall, cooperative ed students are on USDA employment rolls and don't need to take competitive exams.

Paul Darby, GPA, is developing a quick campaign to explain soil use and conservation...will make one pitch to the general public and another that will provide specific information to counties and producers. You'll begin seeing items soon.

And, Sec. Bergland, who spoke to agency inf heads this week, says he's pleased with the interest generated by the structures subject. He emphasized that he looks forward to the upcoming meetings. He leaves this week for Rome, Egypt, and several European countries on some market development projects and the FAO conference.

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NOW WHERE WAS THAT?

The National Endowment for the Arts will sponsor a lecture on design which some D.C. folks might wish to attend. It's at 3 p.m., Nov. 20, in the National Gallery of Art, East Bldg. Auditorium, at 4th St. between Penn. Ave. and Madison Dr. Speaker will be Aaron Marcus. He's to talk about "Managing Concepts and Images: A Global View."

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IF YOU HAVE TO PROCURE

GPO's lecture series, now being presented quarterly, is scheduled for Dec. 10-13. Subject is "Editorial Planning for Printing Production." The course is aimed at gov't writers and editors, administrators and those who prepare specs for use in requisitioning printing from GPO...and those who are required to work with GPO as department or agency procurement officers. Reservations are restricted to Grade 5's and above. For further inf, contact Mrs. Moore at (202) 275-2484.

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HELP FOR HARVESTERS

Don Wells, U. of Minnesota, sent us a neat packet entitled: "Harvesting and Handling the 1979 Crop Under Unusual Fall Conditions." It contained material about weather, soil moisture, delayed maturities, transportation, storage, fuel and market prospects.

Dave McAllister and Jack Sperbeck handled the material which went to each of Minnesota's major crops counties and those with lesser interests, agents, vo-ag depts. and others. Great job.

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NC STATE IN THE MARKET North Carolina State U. is seeking applicants for the position of head, department of ag inf. Individual hired must provide leadership and coordination of a comm program to support teaching, research and extension in the School of Ag and Life Sciences.

The department members edit, design, print and distribute pubs for extension and research; provide photo services for the entire univ., including still and motion picture photography. And they provide a wide array of teaching resources for both campus and field faculty, disseminate inf through press, radio and TV, plus train extension staffs in comm skills, teach comm courses and do some research.

U.S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY
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PROCUREMENT SECTION
CURRENT SERIAL RECORDS

Applicants must have a master's degree...a doctorate is preferred...and 5 years of comm experience related to or compatible with the educational responsibilities of a land-grant university.

Send applications by Jan. 15 to Dr. Selz C. Mayo, Head, Dept. of Sociology and Anthropology, N.C. State U., P.O. Box 5428, Raleigh 27650.

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SHERMAN BRISCOE DIES

We were saddened to learn of the death of Sherman Briscoe, who died last Saturday after emergency surgery. He became ill at his home only the day before.

Sherman had been with USDA for 27 years, retired from USDA in 1968. He was exec. sec. of the National Newspaper Publishers Assoc. He was a graduate of Prairie View A&M, where he taught comm 13 summers for extension.

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TRY THIS FOR MORE INF There are some things many folks would just as soon not hear about lest their boss say, "Hey that's a good idea, why don't you do the same for us." But here's one we've just got to pass on...and who knows, maybe it really isn't new.

Every week, Marilee Menard, Food Safety and Quality Service (FSQS) fixes up a project list of FSQS inf work. It shows plans for releases, features, fact sheets, major publications, media appearances and events, slide shows, meetings and conferences and other items on which the staff is working. Then she adds to that the person or persons responsible and the status of each project. Scoot it around to folks who are wondering what's going on and you have a recipe for better communications, to say the least.